

Base URL according different marketplaces

When you call the Selling Partner API (SP-API), you must direct your requests to the correct endpoint based on your target marketplace. This topic lists the available endpoints and their associated AWS regions.

Endpoints:

Selling region	Endpoint	AWS region
North America (Canada, US, Mexico, and Brazil marketplaces)	https://sellingpartnerapi-na.amazon.com	us-east-1
Europe (Ireland, Spain, UK, France, Belgium, Netherlands, Germany, Italy, Sweden, South Africa, Poland, Saudi Arabia, Egypt, Turkey, United Arab Emirates, and India marketplaces)	https://sellingpartnerapi-eu.amazon.com	eu-west-1
Far East (Singapore, Australia, and Japan marketplaces)	https://sellingpartnerapi-fe.amazon.com	us-west-2

Documentation: <https://developer-docs.amazon.com/sp-api/docs/sp-api-endpoints>

Flow

1. Register Developer Profile
2. Create SP-API Application (get Client ID/Secret)
3. Create AWS credentials (Access Key/Secret)
4. Authorize App (get refresh token)
5. Exchange refresh token to get access token
6. Call the API

Detailed information about flow

1. Register Your Developer Profile

This is **MANDATORY**—without this step, you cannot proceed.

How to do it:

1. Log in to **Seller Central**
2. Go to **Apps & Services > Develop Apps**.
3. Click **Proceed to Developer Profile**.
4. Complete:
 - Contact Information
 - Data Access (*select Public or Private Developer*)
 - Roles (*select the permissions you need, e.g., Orders*)
 - Use Cases (*write why you need the API*)
 - Security Controls (*answer all questions carefully*)
 - Accept policies
5. Click **Register**.
Wait for approval.

Here's exactly how you do it:

- 1 Log in to your Amazon developer console

Depending on who you are, you have two places to log in:

- ◆ **If you are a Solution Provider (agency, SaaS, integrator):**
 - Go to the Solution Provider Portal.
 - Log in.

- Go to Settings > Developer Profile.

♦ **If you are a Seller or private developer:**

- Log in to Seller Central for your region:
 - EU: sellercentral-europe.amazon.com
 - NA: sellercentral.amazon.com
 - FE: sellercentral.amazon.co.jp
- In the menu: Apps & Services > Develop Apps.

2 Start your Developer Profile

You will see options:

If new developer, click: [Proceed to Developer Profile](#)

If you already have a profile, click: [View Profile](#)

3 Fill out the Developer Profile form

Amazon wants detailed information here:

✨ A) Contact Information

- Organization Name (your company or your name)
- Website URL
- Country
- Primary contact (name/email)

✨ B) Data Access

Choose: [Public Developer: I build and offer publicly available applications used by other sellers.](#)

(or Private Developer if you only build tools for your own seller account)

✨ C) Roles

These are the permissions you want.

Example:

- Orders
 - Listings
 - Reports
- If you select restricted roles (e.g., Personally Identifiable Information), Amazon will ask more questions about your use case.

✨ D) Use Cases

Describe why you need SP-API.

Examples:

- "Sync orders and inventory between Amazon and our ERP"
- "Provide a dashboard for sellers to track shipments"
- Keep under 500 characters

✨ E) Security Controls

This section is very important—Amazon wants to know how you secure seller data:

You will answer questions about:

- How you store data
- How you encrypt data
- Who has access
- How you comply with the Data Protection Policy (DPP) and Acceptable Use Policy (AUP)

✓ Be truthful and thorough—if your answers are incomplete, Amazon may reject your profile.

✨ F) Agreements

Review and accept:

- Acceptable Use Policy (AUP)
- Data Protection Policy (DPP)
- Developer Agreement

✓ You must check the acknowledgment box.

4 Submit

After reviewing everything:

Choose Register

✓ Done—Amazon will review your profile.
This can take a few days to a couple of weeks.

2. Create Your SP-API Application

Once your developer profile is approved:

1. In Develop Apps, click Create a new application.
 2. Fill out:
 - App Name
 - App Description
 - OAuth Login/Redirect URLs
 3. Save:
 - Client ID
 - Client Secret
- ✓ You will need these for authentication.

3. Set Up AWS IAM Credentials

You must have AWS credentials to sign requests.

Options:

- Easier: Create an IAM User with [AdministratorAccess](#).
- Recommended (more secure):
 - Create IAM Policy with SP-API permissions.
 - Create IAM Role with trust relationship for `sellingpartnerapi.amazonaws.com`.
 - Create access keys.

✓ Save:

- Access Key ID
- Secret Access Key
- (optional) Session Token if using AssumeRole

4. Authorize Your Application

To get a refresh token, you must authorize your app for a seller account.

- If you are using it for your own account:
 1. In Seller Central, go to Develop Apps.
 2. Click Authorize next to your app.
- If you build apps for others:
 1. Generate the authorization URL:
https://sellercentral-europe.amazon.com/apps/authorize/consent?application_id=YOUR_APP_ID&version=beta&redirect_uri=YOUR_REDIRECT_URL
 2. Have the seller log in and approve.
 3. You will get an authorization code.

✓ Exchange this authorization code for a refresh token.

✓ Save the refresh token securely—this is your key to get access tokens.

5. Exchange Refresh Token for Access Token

This is how you get the x-amz-access-token.

Make this request:

URL: POST <https://api.amazon.com/auth/o2/token>

Body:

```
{  
  "grant_type": "refresh_token",  
  "refresh_token": "YOUR_REFRESH_TOKEN",  
}
```

```
"client_id": "YOUR_CLIENT_ID",  
"client_secret": "YOUR_CLIENT_SECRET"  
}
```

You get back:

```
{  
  "access_token": "Atza|...",  
  "expires_in": 3600  
}
```

 Save access_token—valid for ~1 hour.

6. Call the API

After completing the above steps, you can call any SP-API endpoint that your application is authorized to access.